

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Britz-Heidbrink Inc

Manufacturing-Works

Britz-Heidbrink Transforms Its Sales Potential

Client Profile:

Britz-Heidbrink, Inc., designs, develops and fabricates research animal housing. With years of combined experience in research, laboratory animal care and research facility management, Dr. Britz and Ms. Heidbrink formed the company in 1991. Britz-Heidbrink is located in Wheatland, Wyoming, and currently employs 50 people.

Situation:

After successfully implementing Lean Manufacturing in most of its operations, Britz-Heidbrink felt ready to expand its market share. With Lean being the guiding philosophy, the company felt it would be able to deftly handle increased sales efficiently and expediently. To boost its marketing and sales efforts, Britz-Heidbrink contacted the Mid-America Manufacturing Technology Center (MAMTC), a NIST MEP affiliate, for help.

Solution:

MAMTC recommended sales training to strengthen Britz-Heidbrink's sales efforts to expand its market share and boost profitability. MAMTC worked with Tom Reilly, a sales trainer and author of many books, including "Value Added Selling," to customize a training course specifically for Britz-Heidbrink sales associates to work within its Lean environment. Value Added Selling is a customer oriented sales philosophy that stresses selling value over cost. Value Added Selling positions a company to compete aggressively and outsell the competition while maintaining profitability. Using a customized curriculum, Tom Reilly and Larry Stewart of MAMTC, conducted training sessions with 16 employees at Britz-Heidbrink's facility in Wheatland. Britz-Heidbrink was pleased with the training. The company expects to increase its sales by \$1 million and experience cost decreases of \$145,000 and the retention of two jobs that otherwise may have been eliminated.

Results:

- * Anticipated sales increase of \$1 million.
- * Estimated cost decreases of \$145,000.
- * Retention of 2 jobs.
- * Adoption of sales philosophy.

Testimonial:

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